

**UNITED STATES BANKRUPTCY COURT
DISTRICT OF DELAWARE**

In re:

iMedia Brands, Inc., *et al.*,¹

Debtors.

Chapter 11

Case No. 23-10852 (KBO)

(Jointly Administered)

Docket Ref. Nos. 311 and 322

**NOTICE OF HEARING ON DEBTORS' MOTION FOR ENTRY OF AN
ORDER (I) APPROVING BIDDING PROCEDURES, THE FORM AND
MANNER OF NOTICE THEREOF AND (II) GRANTING RELATED RELIEF**

PLEASE TAKE NOTICE that on July 28, 2023, iMedia Brands, Inc. and its affiliated debtors and debtors in possession in the above-captioned chapter 11 cases (collectively, the “Debtors”) filed the *Debtors’ Motion for Entry of an Order (I) Approving Bidding Procedures, the Form and Manner of Notice Thereof and (II) Granting Related Relief* (the “Motion”). **You were previously served with a copy of the Motion.**

PLEASE TAKE FURTHER NOTICE that on July 31, 2023, the Bankruptcy Court entered the *Order Granting Debtors’ Motion to Shorten Notice and Schedule Expedited Hearing on Bid Procedures Motion* [Docket No. 322] (the “Order Shortening Notice”). A copy of the Order Shortening Notice is attached hereto as Exhibit A.

PLEASE TAKE FURTHER NOTICE THAT A HEARING TO CONSIDER APPROVAL OF THE MOTION WILL BE HELD ON AUGUST 2, 2023 AT 1:00 P.M. PREVAILING EASTERN TIME BEFORE THE HONORABLE KAREN B. OWENS, UNITED STATES BANKRUPTCY COURT JUDGE, AT THE UNITED STATES BANKRUPTCY COURT FOR THE DISTRICT OF DELAWARE, 824 MARKET STREET, 6TH FLOOR, COURTROOM NO. 3, WILMINGTON, DELAWARE 19801.

PLEASE TAKE FURTHER NOTICE that any objections or responses to the relief requested in the Motion may be filed before the scheduled hearing with the United States Bankruptcy Court for the District of Delaware, 824 North Market Street, Third Floor, Wilmington, Delaware 19801, or may be presented at the scheduled hearing.

¹ The Debtors in these chapter 11 cases, along with the last four digits of each Debtor’s federal tax identification number are: ValueVision Media Acquisitions, Inc. (8670); iMedia Brands, Inc. (3770); ValueVision Interactive, Inc. (8730); Portal Acquisition Company (3403); VVI Fulfillment Center, Inc. (5552); ValueVision Retail Inc. (2155); JWH Acquisition Company (3109); PW Acquisition Company, LLC (0154); EP Properties, LLC (3951); FL Acquisition Company (3026); Norwell Television, LLC (6011); and 867 Grand Avenue, LLC (2642). The Debtors’ service address is 6740 Shady Oak Road, Eden Prairie, MN 55344-3433.

PLEASE TAKE FURTHER NOTICE that any party filing a response or objection to the Motion must serve a copy of the response or objection upon: (i) the proposed counsel to the Debtors, (a) Ropes & Gray LLP, 1211 Avenue of the Americas, New York, New York 10036, Attn: Ryan Preston Dahl, Esq. (ryan.dahl@ropesgray.com) and Cristine Pirro Schwarzman, Esq. (cristine.schwarzman@ropesgray.com), (b) Ropes & Gray LLP, 191 North Wacker Drive, 32nd Floor, Chicago, Illinois 60606, Attn: Stephen L. Iacovo, Esq. (stephen.iacovo@ropesgray.com) and (c) Pachulski Stang Ziehl & Jones LLP, 919 North Market Street, 17th Floor, P.O. Box 8705, Wilmington, Delaware 19899-8705 (Courier 19801), Attn: Laura Davis Jones, Esq. (ljones@pszjlaw.com) and Timothy P. Cairns, Esq. (tcairns@pszjlaw.com); (ii) the Office of the United States Trustee, 844 King Street, Suite 2207, Lockbox 35, Wilmington, Delaware 19801, Attn: Richard L. Schepacarter, Esq. (richard.schepacarter@usdoj.gov); and (iii) proposed counsel to the Official Committee of Unsecured Creditors, (a) McDermott Will & Emery LLP, One Vanderbilt Avenue, New York, New York 10017, Attn: Darren Azman, Esq. (dazman@mwe.com), Kristin Going, Esq. (kgoing@mwe.com), Stacy A. Lutkus, Esq. (salutkus@mwe.com), and Lucas B. Barrett, Esq. (lbarrett@mwe.com) and (b) McDermott Will & Emery LLP, The Nemours Building, 1007 North Orange Street, 10th Floor, Wilmington, Delaware 19801, Attn: David R. Hurst, Esq. (dhurst@mwe.com).

PLEASE TAKE FURTHER NOTICE THAT, IF YOU FAIL TO RESPOND IN ACCORDANCE WITH THIS NOTICE, THE COURT MAY GRANT THE RELIEF REQUESTED IN THE MOTION AS IT PERTAINS TO THE DEBTORS' REQUEST FOR ENTRY OF THE BIDDING PROCEDURES ORDER WITHOUT FURTHER NOTICE OR A HEARING.

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Dated: July 31, 2023
Wilmington, Delaware

PACHULSKI STANG ZIEHL & JONES LLP

/s/ Laura Davis Jones

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Proposed Counsel to the Debtors and Debtors in Possession